LORD-YOUNG Engineering Co., Ltd. Engineers and Contractors antheon Block, Honolulu, T. H. Telsphones 2610 and 4587.

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M'CHESNEY COFFEE CO. COFFEE ROASTERS Dealers in Old Kons Coffee MERCHANT ST., HONOLULU

WIRE FENCES AND GATES The very best for every use.

J. C. AXTELL'S

SPECIAL SALE Grass Linen and Ponges Walst YEE CHAN & CO. rner King and Bethel Streets.

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Reliable Transfer Co. PHONE 5319 Bethel St., bet. King and Hotel Sta-

Economize in everything-Use White Wings.

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RE-TIRE AND SUPPLY CO. QUARANTEE

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uanu, above Pauahi.

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D. J. CASHMAN TENTS AND AWNINGS
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Thirty Years' Experience.
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Phone 1467.

HAVE YOU HAD YOUR FEET FOOTOGRAPHED" YET!

REGAL BOOT SHOP Fort and Hotel Streets

PAPER

tinds of Wrapping Papers and wines, Printing and Writing Papers AMERICAN-HAWAIIAN PAPER Fort and Queen Streets, Honolulu Phone 1410. Geo. G. Guild, Gen. Mgr.

he HUB for Clothes



MUTUAL TELEPHONE CO., LTD

PACIFIC ENGINEERING

BY AUTHORITY.

NOTICE .- PUBLIC HEARING. PROPOSED IMPROVEMENT OF KA LAKAUA AVENUE, BETWEEN ENA ROAD AND MAKEE BOAD, IN HONOLULU, T. H.

TO THE OWNERS, LESSEES AND OCCUPANTS OF LANDS ABUT-TING ON SAID PORTION OF KA-LAKAUA AVENUE, PROPOSED TO BE ASSESSED FOR THE IM-PROVEMENT OF SAID STREET, AND TO ALL PERSONS INTER-ESTED GENERALLY:

Notice is hereby given that in acamended by Resolution No. 362, and Resolution No. 363, the Board of Supervisors of the City and County of Honolulu propose to improve Kala-kaus avenue between its intersections with Ena road and Makee road in the District of Honolulu aforesaid, upon a frontage basis.

I. CHARACTER OF IMPROVE-MENTS. .

(1) Grading. (2) Storm Drainage System. (3) Setting and Resetting of Curbs. (4) Paving with Concrete six (6) inches thick.
II. FRONTAGE TO BE ASSESSED.

The frontage to be assessed con sists of the mauka or easterly proper-ty line and the makai or westerly property line abutting upon said Kala-kaua avenue within the end limits aforesaid, as more particularly set forth in the Engineer's report, dated December 7, relating to said improve-ments and hereinafter referred to and incorporated by reference.

III. MAIN THOROUGHFARES: CONTRIBUTION TO COST BY CITY

AND COUNTY.

Since by Resolution No. 248, said portion of /Kalakaua avenue was declared a main or general thoroughfare, the City and County of Honolulu proposes to assume and pay out of General Revenue 32 1-3% of the cost of the

IV. MATERIALS PROPOSED. For Paving: Concrete six (6) inches thick.

(2) For Curbing: Lava Rock.
(3) Old Curbing to be moved and reset where necessary.
(4) For Storm Sewers: Concrete

ASSESSMENTS PROPOSED. (1) The cost of the entire improvement, less the proportion to be borne by the City and County, and also less the cost of new curbing, shall be paid by general assessment at the maximum rate of \$3.54 per front foot against all land abutting upon said portion of said street, as described, both sides included. The total frontage (including 1339.45 feet frontage opposite cross streets and see wall) is

13,790.0 feet.

(2) The cost of new curbing shall be paid by assessment at the maximum rate of \$0.40 per front foot against the abutting lands in front of which the same shall be laid.

VI. ESTIMATED COST.

(1) Cost of entire improvement to be assessed on a

provement 76,390.00

Maximum rate, general frontage assessment per front foot laximum rate, new curbing

assessment per front foot

All of which appears in more de-tail in the Engineer's report herein-after referred to and herein incorpor-VII. FURTHER DETAILS.

The map and general plans, an ther data so prepared by the Enother data so prepared by the Engineer, in his report dated December 7, and adopted by the Board, with respect to the proposed improvement (incorporated herein by reference), may be seen and examined by any person interested, at the office of the City and County Engineer and of the City and County Clerk at any time during business hours, prior to and including January 5, 1916. Resolutions Nos. 242, 362 and 363 (incorportions Nos. 243, 362 and 363 (incorporated herein by reference) are on file in the office of the City and County Clerk.

VIII. HEARING. A Public Hearing respecting the proposed improvement will be held at the Assembly Hall of the Board of Supervisors of the City and County of Honolulu on January 6, 1915, at the bour of 7:30 o'clock p. m., at which time and place a full opportunity will be given to all persons interested, to present suggestions or objections

the proposed improvement or any part or detail thereof. Dated, Honolulu, T. H., December !

D. KALAUOKALANI, JR., City and County of Honolul 6340-Dec, 9 to 20 inc.

SEALED TENDERS.

Sealed Tenders will be received by the Maul Loan Fund Commission, at Wailuku, Msui, T. H., up to 7 o'clock p. m., of Wednesday, December 22,

1st—Furnishing material for the construction of a kitchen and dining room, ice and electric building, and a cold storage room for the Kula Sani-tarium, Kula, Maui.

Home Course in Advertising



PURPOSES OF THE COURSE—(1) To increase returns for the retailer who now advertises. (2) To show the nonadvertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will, this war. The well known writer op-(4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER XXXI.

PURPOSE AND POSITION OF RETAIL ADS.

After a retailer has decided how much he ought to appropriate for his advertising, he is then up against the question: "What particular purpose do I wish my advertising to fulfil?"

It is curious that, although the retail advertiser takes his advertising seriously, although he realizes how much it costs, and although he appreciates that it is the only way to increase his business—yet the average retailer pays too little attention vain hope that Germany can be destroyed in a military and economical to his advertising.

Why? The answer is as usual: "Human Nature," as peace should realize this." manifested in the fact that it is easier to buy than to sell. You, or any other human being, would rather sit in an office and have a salesman try to get you to buy something, than you would to sit down and work out some method of making peo- Reichstag soon to open. ple, through ink and paper, feel that they ought to come and buy something from you.

And so, the usual retailer is apt to be just a "buyer." Of course he has to buy his merchandise right so as to give proper value. Still, if he also paid keen attention to the sales development of his business—to the advertising phase of his business Glegerich, requiring him to appear to -then his business would progress with greater strides.

No matter what values you have to offer, if people don't states to Greece of two battleships. know about them they are worthless. No matter how desirable your goods may be, if you don't create desire in favor of those er control of gun or war vessel sold goods you fall short.

Despite the acknowledged importance of advertising to a retailer, newspapers sometimes find that specialty store people who spend a couple of thousand a year in advertising are apt tros P. Tatanis against the Atlantis to write their ads in five minutes "while the boy waits." Some of them hand in ads to occupy a foot square which are sketched on the back of a calling card. If they only realized how much more they could get from their money if they spent some time and analyzed their problem, there would be a lot more retail advertising. And the biggest analysis, or rather the first analysis, is this question of the purpose of their advertising.

Of course, the general purpose is to get people into the with a capital stock of \$100,000. H. store. That is every retailer's purpose. But the aim may be more specifically to get people to buy-or to get people to look, or to get people into the store tomorrow, or to get them into the store the next time they are in the market for that special war. Germany has grown about half kind of merchandise.

Yet, there are some retailers who so clearly visualize the pany proposes to grow all the seed purpose of their advertising that they go so far as to have their advertisements set up by their own printers. For instance, there is one store which seeks to radiate an atmosphere of artistic distinctiveness. Although the typography in the newspapers they use is as good as can be had, still this advertiser spends an extra \$10 or so every time he renews an ad, for, in order to get the prettiest border and the most fetching kind of type, and the classiest possible taste into his store announcements, he has his own printer compose the type and turn the completed form over to the newspaper.

When it comes to the question of the purpose of your advertising, you have to decide another important detail-that of "position." A specialty store particularly, as a rule, appeals to either men or women, or to some certain class. Such advertisers have to choose where in that newspaper their ad will do the most good. A haberdasher, for instance, may want to be on the sporting page. A department store may put one little ad opposite the woman's or the society page, and then place their entire ad wherever they can. The little ad on the social page calls attention to their main announcement on the subsequent page. Some big stores believe in this method so thoroughly that quite often they will have their general ad on the back page of the newspaper and their particular items, referring to women's garments and so on, on the women's page, while ads of the men's garments will be on the men's page-all in one edition.

Perhaps your business can't stand an ordinary advertis-2nd-For hauling material for the ing expenditure. You may want to use the Want Ads. In construction of a kitchen and dining this phase, too, attention to positions may pay. You should be careful to select the proper classification.

Even the small merchant in the country unconsciously

COMPANY, LTD.

Consulting Designing and Constructing Engineers.

Bridges, Buildings, Concrete Structures, Sanitary System of the Superintendent of Public Works, Capitol building, Honolulu, T. H.

The Mant Loan Fund Commission to position. You will see in almost any weekly paper of towns of less than 10,000, little items in regard to the bargains at the local store interspersed among the local news paragraphs. Sometimes these are put in among the personals, and sometimes among bits of local news paragraphs. Even the small merchant in the country unconsciously

Believes Teutons Should Demand Such Result of Victories

BERLIN, Germany. — The well-known Socialist, Dr. Eduard David, representative of the 9th Hessian electoral district, is publishing a remarkable editorial in the socialistic "Mainzer-Volkszeitung," in which he places himself in opposition to a certain wing of his party which opposes the acquisition of any territory through poses with great decision the contention that French Socialists disapprove a war of conquest and proves this by citing from speeches and publications of the Socialists across the Vosges mountains. Dr. David points out that the French Socialists are in agreement with all other political parties of their republic in maintaining that it is the object and purpose of the war to crush that which is commonly called German militarism and to reconquer Alsace-Lorraine. This, however, is the purest illusion, says Dr. David, which has its origin in the misconception of the true conditions in Germany. In France it is hoped that Germany will break down completely in a military and economical way. "This, he continues, "is the psychological reason why France still clings to the hallucination that she can break down Germany and conquer German territory. The only way in which France can be made to favor the idea of peace is to destroy this way. Everyone who seriously favors

This article has caused considerable comment in Socialistic circles, since it points to the fact that the Socialistic faction will be found supporting the government in the session of the

BRYAN CALLS KAISER "BAD" NAME: STARTS ROW

NEW YORK, N. Y .- William J. Bryan has been served at the Biltmore ecrets of fire control, aiming or othby the United States to Greece were confided to Agamemnon Schliemann,

The order was obtained in connec tion with a libel suit brought by Pe

SALT LAKE MEN START U. S. BEET SEED COMPANY

SALT LAKE CITY, Utah .- The Uni ted States Beet Seed Company, representing all the sugar beet compan-H. Rolapp of Ogden, Utah, is presi-

The formation of the company grows out of the failure to secure seed from Germany on account of the the sugar beet seed used in the Unit ed States heretofore. The new comrequired by this country.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Tuesday, Dec. 21. San Francisco-Wilhelmina, Matson

Hilo-Mauna Kea, I.-I. str. Wednesday, Dec. 22. Kauai-W. G. Hall, I.-l. str. Thursday, Dec. 23. San Francisco, Los Angeles Hilo-Great Northern, Hill str.

Maui-Claudine, I.-I. str. VESSELS TO DEPART

Tuesday, Dec. 21. San Francisco-Tenyo Maru, T. K. str.; Lurline, Matson str. Molokal, Lanai, Maui-Mikhala, I.-

Kauai-Kinau, I.-I. str. Wednesday, Dec. 22. Hilo-Mauna Kea, I.-I. str. Thursday, Dec. 23. Kauai-W. G. Hall, I.-I. str.

MAILS

Mails are due from the following points as follows: San Francisco-Wilhelmina, Dec. Japan and Philippines Tenyo Maru.

Australia-Sonoma, Dec. 28. Vancouver-Makura, Dec. 29. Mail will depart for the following ints as follows San Francisco-Tenyo Maru, Lurlin

Australia-Makura, Dec. 29.

TRANSPORT SERVICE

OCEANIC STEAMSHIP CO.

61/2 DAYS TO SAN FRANCISCO

FOR SAN FRANCISCO: FOR BYDNEY: BierraJan, 18 fenturaFeb. 8

C. BREWER & COMPANY, LLD.,

. General Agenta

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO: FOR SAN FRANCISCO: S. S. Wilhelmina.... Dec. 21 S. S. Lurline.......... Dec. 21 8, 8, Wilhelmina..... Dec. 29 8. S. Manoa.......... Dec. 28 Matsonia.....Jan. 4 ManoaJan, 4 3. S. Matsonia.....Jan. 12

8. 8. Hilonian, Seattele for Honolulu direct, November 13,

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT: FOR SAN FRANCISC: 8. 8. Chiyo Maru..... Dec. 24 8. 8. Tanyo Mary..... Dec. 21 B. S. Tenyo Maru.....Jan. 14 S. S. Nippon Maru.....Jan. Nippon MaruJan. 29 8. 8. Shinyo Maru.....Jan. 18 Shinyo Maru.....Feb. 11 Chiyo MaruFeb. 15

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAHAN S. S. CO. THE PANAMA CANAL LINE A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. PANAMAN, to sail about December 25th.

For particulars as to rates, etc., apply to

C. P. MORSE. H. HACKFELD & CO., LTD. General Freight Agent.

Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

lagaraJan. 7

THEO. H. DAVIES & CO., LTD., GENERAL AGENT

SY AUTHORITY. PUBLIC INSTRUCTION.

Honolulu, Hawaii, Dec. 17, 1915. All bills against the Department of Public Instruction of the Territory of Hawaii, incurred during the present biennial period, beginning January 1 1914, and ending December 31, 1915, and remaining unpaid, must be forwarded to the office of the Depart ment of Public Instruction, properly made out on the regular forms, not later than January 7, 1916, to insure

payment of same. HENRY W. KINNEY.

6349-6t

NOTICE TO BONDHOLDERS.

Waialua Agricultural Company, Ltd

Contemplating the retirement at par of all its remaining outstanding bonds on March 31, 1916, at which time interest thereon will cease, in accordance with the terms of the trust deed securing said bonds, the Waialua Agricultural Company, Limited, desires to give notice that it is prepared to purchase up to and including December 31, 1915, for the purposes of cancellation and retirement, its presert outstanding bonds at the price of 101 net and accrued

interest. CHAS. H. ATHERTON, Treasurer, Waialua Agricultural Company, Limited. Honolulu, December 14, 1915.

6349-Dec. 18, 20, 23, 24, 30, 31.

PASSENGERS DEPARTED Per I.-I. str. Mauna Kea for Hilo, De-

cember 18.-O. P. Gump, J. Chalmers, J. T. Moir, Miss M. McCubbin, Miss E. Logan, Miss M. Long, Mrs. C. B. a. m., †2:40 p. m., *5.00 p. m., *11:00 Wood, Miss J. Day, Miss K. McNuth, p. m. Miss Jean Pritchard, Miss M. Pritchard, Miss Gertrude Krafft, Miss Peggy Campbell, Miss Dora Lidgate. alua i Miss I. Gibb, Miss E. Gibb, A. Gurn-p, m. sey, Stafford Austin, Miss M. E. Chip-D. Wood, Miss B. Gardner, Miss B. Fincke, Mrs. H. W. Fincke, Sanford Wood, Herbert Cullen, Miss Dorothy Wood, Miss B. Gardner, Miss Hudson and friend, W. H. Meinecke, J. D. Johnson, Theo. Bauman, Tin Chang Mrs. M. O. Johnson, Miss Marish Lo. leaves Honolulu every flunday at 8:3 Mrs. M. O. Johnson, Miss Marish Lo. leaves Honolulu every flux Miss Anna Kapahua, John Kahanu. a. m., for Haleiwa hotsi; re Ernest Dias, Peter Walla, J. J. Smid-rives in Honolulu at 18:18 dy, P. H. Jones, E. H. Hedemann, H. Limited stops only at Possi City and D. Young, J. G. Gaul, F. E. Midkiff, C. Walanse.
E. Sager, S. De Freest, John Hind, A. "Daily, sixcept Sunday, 185; Robinson, W. G. Ogg, C. P. Eckurdt. Mrs. A. P. Judd, Miss B. Judd, Miss can, Miss E. Meine

A Genuine Hit is the Service

WESTERN DACIFIC MENVER & DIO GRAND

> QUICK TRANSIT FRED L. WALDRON, LTD.

DO IT ELECTRICALLY

Hawaiian Electric Co.



OAHU RAILWAY TIME TABLE

OUTWARD

For Walanae. Walalua, Kahuku and vay stations- 9:15 a. m., *3.20 p. m. For Pearl City, Ewa Mill and way stations-+7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3.20 p. m., D. Forbes, J. Henderson, John Ross, 5:15 p. m., 19:30 p. m., +11:15 p. m.

J. T. Moir, Miss M. McCubbin, Miss For Wahiawa and Leilehus—10:20

> INWARD Arrive Honolulu from Kahuku, Was-alua and Waianae-*8:36 a. m., *5:21

man, Mrs. C. J. Robinson, J. G. Serrao. Pearl City-17:45 a. *8.36 a. m., M. O. Johnson, Mrs. C. B. Wood, Miss *11:02 a. m., *1:40 p. m., *4.36 p. m., *5:31 p. m., *7:30 p. m. Arrive Honolulu from Wahiawa and Leilehua—*9:15 a. m., †1:55 p. m.

12 Judd Miss Hann, Miss Elizabeth on C. H. Morrism S. A. Jurden, Miss